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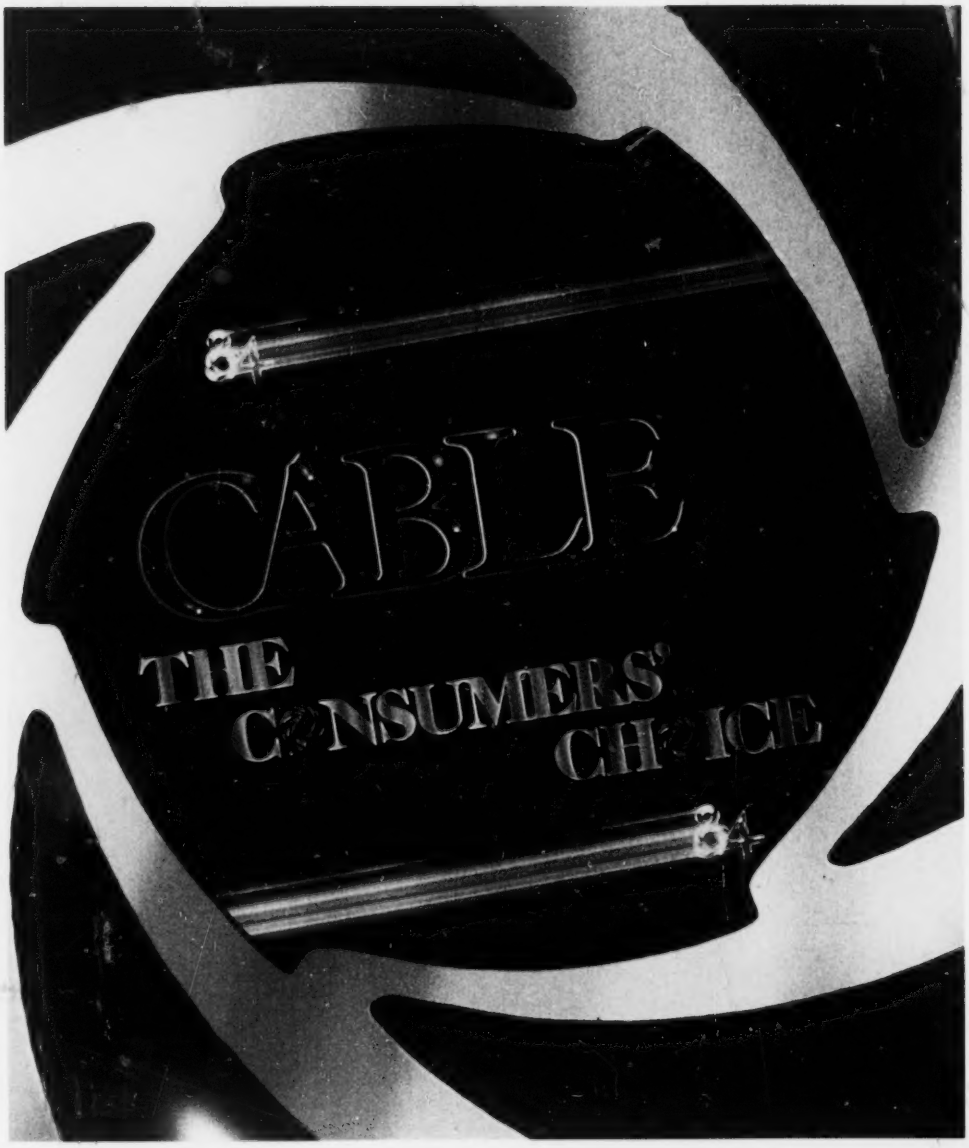

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Cable, cities cut a deal on the eve of NCTA

Vol. 106 No. 23

Broadcasting Jun 4

Cable and the cities come to agreement
At Large with Tom Wheeler
NCTA 84 in Las Vegas

COMING TO AGREEMENT □ NCTA and National League of Cities reach compromise on cable deregulation package. **PAGE 39.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $60, two years $115, three years $160. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $80. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Special Report

H.R. 4103 weighs heavy on minds of NCTA attendees

Agreement between cities, cable over legislation expected to be dominant topic at 33d annual convention

Thousands of cable operators will be in Las Vegas this week (June 3-6) for the 33d annual convention of the National Cable Television Association, but many of their thoughts may be about Washington and H.R. 4103, a bill that would limit the regulatory authority of cities over cable and provide some assurance that the problems of franchising do not recur in refranchising.

With news last week of an agreement between NCTA and city officials, who were at odds over key provisions of the bill, prospects for its passage going into the convention were bright (see "Top of the Week") and talk of the agreement and legislation are sure to be pervasive.

In that respect, this year's convention may be like last year's in Houston, where news of the passage of S. 66, the Senate counterpart to H.R 4103, overshadowed news being made at the show.

But organizers of the Las Vegas convention will be doing their best to hold the cable operators attention, starting with an opening session on Monday (June 4), featuring an elaborate multimedia presentation to invigorate the membership and a videotaped message from President Ronald Reagan.

The opening session will be followed by 48 other general, management, public policy, marketing, technical and programing sessions during which some 250 public officials and industry executives will speak. The exhibition will comprise more than 300 companies in booths occupying nearly 200,000 square feet, selling hardware, programing and services.

Most sessions will be of the nuts-and-bolts variety, designed to aid members in signing up and keeping subscribers and increasing revenues and profits. They will cover packaging of programing, preventing pirating, effective public relations, cable guides, creative financing, advertising, taxes and improving customer services. The only session that might be labeled "blue sky" is one on teletext and videotex.

Much of the talk about H.R. 4103 will emerge at the public policy sessions that feature members of the House Energy and Commerce Committee, where the bill is now pending. Twenty-two of the 42 members of the committee are scheduled to appear at the session at the invitation and, in some cases, at the expense of NCTA. Given the latest hike in copyright royalty fees, which were so steep that they caused some cable operators to drop distant signals and prevented others from adding them, cable operators are interested in a session designed to feature what the federal government can do to lighten their royalty burden.

Another concern of the cable industry over the past few years has been potentially competitive media, notably direct broadcast satellites and SMATV and "wireless cable" (multichannel MDS) systems. The competitors are the subject of a Tuesday morning session and NCTA plans to release during the convention for discussion a study that, according to one report, shows that cable stacks up well against the competitors.

The National Cable Programing Conference, which after three tries failed to establish itself as a stand-alone convention, is being folded into the national convention this year. It will consist of two general and four "breakout" sessions on Wednesday. The breakout sessions cover home video, programing costs, funding programing coproductions and audio programing.

The convention wraps up on Wednesday evening with a dinner dance at which NCTA's annual awards for industry service will be presented and at which Paul Anka will entertain. □

BROADCASTING's cable programing numbers

In the last five months nearly all basic and pay cable programing networks have shown healthy gains, following the continued rise in cable penetration. The Disney Channel and Bravo showed the bi ns with 89% and 36% increases, respectively, although new figures for HBO and Cinemax were not available. The Eternal Word Television Network, Nashville Network, the Financial News Network and CNN Headline News showed the biggest jump among basic cable services. WTBS closed within 794,000 homes of the largest basic cable service, ESPN. Even with HBO's December 1983 numbers, it remains far and away the largest pay cable network over second place Showtime/The Movie Channel.

Basic cable programing status report

Service	*Systems*	*May 84 subs*	*Dec 83 subs*	% chg
ESPN	7,828	31,800,000	28,500,000	11.6
WTBS	6,416	31,006,000	27,654,000	12.1
CNN	4,844	26,816,000	22,626,000	18.5
USA	4,000	23,000,000	21,000,000	9.5
CBN	4,331	23,000,000	23,000,000	0
MTV	2,470	21,800,000	17,600,000	19.3
Nickelodeon	3,250	19,300,000	17,600,000	9.7
Lifetime	1,818	18,600,000	16,000,000	16.3
C-SPAN	1,350	17,000,000	16,000,000	6.3
FNN	1,000	16,400,000	12,500,000	31.2
Nashville Network	2,000	15,900,000	11,245,000	41.4
WGN	5,437	13,690,130	10,900,000	25.7
Weather Channel	1,244	12,000,000	10,000,000	20.0
Satellite Prog. Net.	481	11,000,000	10,440,000	5.4
CNN Headline	1,195	10,921,000	8,330,000	31.1
Arts & Entertnmt	1,500	10,500,000		---
PTL Club	850	10,000,000	8,100,000	23.5
Modern Satellite Net	524	9,700,000	8,685,000	11.5
WOR-TV	1,118	6,605,000	6,200,000	6.5
BET	319	6,400,000	5,200,000	23.1
Learning Channel	522	4,499,700	3,913,000	15.4
Trinity Network	343	4,057,000	3,350,000	21.2
Eternal Word TV	155	2,400,000	1,628,000	47.4
National Christian Net	95	1,200,000	1,434,000	-14.3
WPIX(TV)	152	850,000		---
Genesis Story Time	20	300,000	6,000	400.0

Pay cable programing status report

HBO*	5,400	13,500,000	13,500,000	0.0
Showtime	3,000	5,400,000	4,750,000	13.7
Movie Channel	2,750	3,100,000	2,600,000	19.2
Cinemax*	2,000	2,700,000	2,700,000	0.0
Disney Channel	1,600	1,005,000	531,000	89.2
Playboy Channel	429	684,000	577,000	18.5
Home Theater	425	275,000	250,000	10.0
Bravo	143	211,000	155,000	36.1
Galavision/SIN	160	130,000	120,000	8.3

* Home Box Office has not yet released official subscriber and system count updates for HBO or Cinemax for 1984. Last official figures are for December 1983.

BROADCASTING's Top 50 MSO's

	Company	Basic subscribers	Homes passed	Basic penetration	Pay subscriptions	Total homes in all franchises
1	TCI (12-31)	2,766,000	5,000,000 est.	55.9	1,949,000	N/A
2	ATC (12-31)	2,400,000	4,400,000	54.5	2,200,000	N/A
3	Group W (4-1)	1,979,000	3,475,000	56.9	1,556,000	4,000,000
4	Cox	1,494,008	2,578,706	57.9	1,573,136 (Dec.)	2,984,048(Dec.)
5	Storer (3-31)	1,413,000	2,647,000	53.4	1,410,000	3,344,000
6	Warner Amex	1,382,983	2,978,121(3-31)	46.4	1,236,943	3,866,571
7	Times Mirror	961,638	1,839,404	52.3	828,130	2,311,000
8	Continental	868,000	1,630,000	53.3	962,000	1,870,000
9	Newchannels (5-11)	850,000	1,425,000	59.6	825,000	1,650,000 est.
10	Viacom	752,000	1,415,000	53.1	613,000	1,598,000
11	United	655,398	1,193,079	54.9	564,019	1,497,113
12	Sammons (5-9)	594,815	957,763	62.1	465,994	N/A
13	Rogers	526,000	1,054,150	49.9	714,220	N/A
14	Cablevision	502,000	1,042,000	48.2	1,298,000	3,015,000
15	Comcast	460,570	824,500	55.9	476,425	N/A
16	Telecable	410,500	674,500	60.8	428,100	N/A
17	Jones Intercable (5-18)	390,385	629,410 (4-30)	62.0	313,854	N/A
18	Heritage	379,288	697,351	54.4	266,970	738,470
19	Cablecom	354,560	536,972	66.0	256,031	547,532
20	UA Columbia	347,000	622,000	55.8	326,500	650,000
21	GE	328,000	524,000	62.6	203,000	524,000
22	Tele-Media	307,625	372,356	82.6	157,911	N/A
23	Wometco (5-9)	288,810	506,514	57.0	237,808	N/A
24	Century	277,720	450,000 est.	61.7	249,009	475,000 est.
25	Prime Cable	271,782	600,536	45.3	300,682	650,000
26	Multimedia	257,984	449,268	57.4	274,773	456,151
27	TCA Cable TV	243,000	320,000	75.9	74,000	375,000
28	Centel (5-11)	242,759	384,309	63.2	197,561	N/A
29	Daniels & Associates	240,041	454,410	52.8	250,009	N/A
30	Maclean-Hunter	236,238	470,285	50.2	305,411	487,100
31	Service Electric	210,000	300,000	70.0	75,000	N/A
32	American Cablesystems	192,280	342,850	56.1	222,140	465,000
33	Colony	181,683	307,441	59.1	176,702	332,460
34	Cablevision Industries	174,660	211,949	82.4	137,084	N/A
35	Rollins	172,800	290,500	59.5	141,300	351,900
36	Cablentertainment	167,124	225,695	74.1	81,502	N/A
37	Comm. Services (March 83)	165,000	N/A	N/A	99,500	N/A
38	Suburban	161,483	324,288	49.8	188,471	N/A
39	Tribune	159,520	326,445	48.9	148,200	677,820
40	Western	148,713	199,716	74.5	72,631	N/A
41	Harron	143,247	192,971	74.2	91,422	250,000
42	McDonald (May 83)	139,585	179,789	77.6	87,028	N/A
43	Adams Russell	128,716	229,045	56.2	139,858	300,125
44	Midcontinent	127,644	206,417	61.8	67,918	206,417
45	Midwest	120,000	220,000	60.0	62,000	N/A
46	McCaw Communications	118,089	184,826	63.9	60,325	N/A
47	NY Times	113,795	220,648	51.6	117,549	250,000
48	Caltec (5-18)	106,570	214,455	49.7	124,815	N/A
49	Armstrong	104,856	153,021	68.5	70,025	N/A
50	Gill Cable	104,000	198,000	52.5	152,424	237,000

BROADCASTING's annual roundup of the top 50 cable MSO's shows Tele-Communications Inc. increasing its margin as the nation's largest, aided by the purchase of Liberty last year, the 21st largest MSO. ATC remains in second. Other major deals completed in the past year include Prime Cable's purchase of Cable America, which operates major systems in Atlanta and southern California.

Last year 13 companies had more pay subscriptions than basic subscribers. Although Storer dropped below that threshold this year by 3,000 subscribers, four more companies were added to that list—Comcast, Prime Cable, Daniels & Associates and Caltec.

All figures are as of April 30 unless otherwise noted. The TCI figures do not include the purchase of Tele-Media, scheduled to close later this year, or the purchase of Warner's system in Pittsburgh. Since Dec. 31, 1983, TCI has closed deals for systems totaling approximately 150,000 basic subscribers, principally in and around Buffalo, N.Y.

Cox figures do not include 143,134 mini-tier subscribers. Warner's total homes count includes 750,000 homes in New York and Milwaukee where building has yet to begin. GE's basic count does not include 53,000 expanded basic subscribers. Cablentertainment figures do not include approximately 7,500 six-month seasonal subscribers in southern New Jersey. Pay figures for Cablentertainment do not include 22,186 on a mini-tier.

Major radio advertisers spend close to $400 million

Investments by top 20 companies up 4.7% over 1982 to $381 million; Anheuser-Busch comes out on top

Radio's top 20 advertisers spent a total of $381.2 million in 1983, up 4.7% from the previous year, according to a top 20 company listing prepared for BROADCASTING by the Radio Advertising Bureau. National spot expenditures (including nonwired networks) climbed 9.2% to $300.6 million while network radio buys fell by the same percentage to $80.6 million.

Emerging as the leading radio advertiser once again was Anheuser-Busch, a major sponsor of sports, with $47.6 million invested in the medium in 1983. The company led the national spot category, based on Radio Expenditure Reports (RER) data, with $40.7 million, and also spent $6.9 million on network.

Anheuser-Busch has been using radio primarily to target young-adult audiences, specifically 25-30-year-olds, said Tony Ponturo, director of media services for the company. And of Anheuser-Busch's major beer product brands, Budweiser is the leader in radio advertising, accounting for at least 50% of the brewer's radio ad allocation, he noted.

Although the company did not roll out any new products in 1983, it was Anheuser-Busch's first full year of advertising Bud Light. This year the firm is in the process of introducing its newest product, LA, a beer low in alcoholic content, and last month launched a 52-week radio campaign for the new brand, said Ponturo. And, he added, Anheuser-Busch is currently using radio as the primary medium to test its new brand of malt liquor in several markets.

Not only was Anheuser-Busch the leading advertiser in the aural medium last year, but beer and ale was the major business category for radio advertising among the top 20 companies, with expenditures of $124.5 million—up 22% over 1982. The other major beer advertisers were: Adolf Coors ($21.6 million); Miller Brewing ($19.2 million); Van Munching & Co. ($14.6 million); Martlet Importers ($10.9 million) and Stroh's ($10.5 million).

Registering the largest overall increase from 1982 was Coors, which soared 142.5% in radio advertising to $21.6 million. Mark Reiss, Coors director of media, noted that in 1983 the company extended its overall marketing campaign to reach 67% of U.S. households compared to 36% in 1982.

Van Munching & Co., importer of Amstel and Heineken beers, jumped nearly 100% in radio ad expenditures to $14.6 million. Alvin A. Nilson, advertising and sales promotion manager, said that the company's growth in radio advertising is tied to the introduction in 1981 of Amstel Light as well as to more widespread distribution of both Amstel and Heineken.

Not all the beer companies showed radio ad increases. Stroh's, which includes the Joseph Schlitz Brewing Co., spent $10.5 million in the medium in 1983—down 17.3% from the previous year.

Another major business category that spent large amounts in radio was automotive manufacturers. Landing in the top 10 among all radio advertisers were: General Motors, in second place at $38.4 million; Ford Motor Co., sixth at $20 million, and Chrysler Corp., seventh at $19.5 million. Rounding out the top 20 were American Honda, which placed 14th at $13.6 million, and Nissan Motors (Datsun), which finished 18th at $10.9 million. But all of the auto firms, with the exception of Honda, lowered their spending in the medium last year, bringing total expenditures for the category down 17.4%. The biggest decreases in spending were registered by Chrysler, off 37.5%, and Ford, down 32.2%.

Continuing as the top network radio advertiser, based on Leading National Advertisers' (LNA) data, is Jeffrey Martin Inc., a pharmaceutical manufacturer which purchased all of its $21.7-million of time in network last year—a decline of 33.8% from 1982. The reason for the drop, according to company chairman and president, Martin Himmel: "Hefty" ad boosts in commercial and cable television to improve the company's position in the marketplace. Jeffrey Martin distributes a long list of pharmaceuti-

Radio's top 20 advertisers

Listed below are 1983's top 20 radio advertisers of national spot (including nonwired network buys) and network expenditures with a comparison to the previous year. The figures were computed by the Radio Advertising Bureau from financial data collected confidentially by Radio Expenditure Reports Inc. (national spot) and Leading National Advertisers Inc. (network). LNA only measures ABC, CBS and NBC.

All dollar figures are in millions.

	National spot			Network			Total radio		
	1983	1982	% change	1983	1982	% change	1983	1982	% change
Anheuser—Busch	$40.7	$36.8	+10.6%	$ 6.9	$ 6.3	+9.5%	$47.6	$43.1	+10.4%
General Motors	$29.0	$31.0	- 6.5%	$ 9.4	$ 7.9	+19.0%	$38.4	$38.9	-1.3%
AT&T	$27.9	$17.1	+63.2%	$ 9.5	$ 7.3	+30.1%	$37.4	$24.4	+53.3%
Jeffrey Martin	—	—	—	$21.7	$32.8	-33.8%	$21.7	$32.8	-33.8%
Coors	$21.6	$ 8.9	+143.3%	—	—	—	$21.6	$ 8.9	+143.0%
Ford	$12.9	$23.1	-44.2%	$ 7.1	$ 6.4	+10.9%	$20.0	$29.5	-32.2%
Chrysler	$16.6	$28.3	-41.3%	$ 2.9	$ 2.9	—	$19.5	$31.2	-37.5%
Miller Brewing*	$19.2	$18.2	+5.5%	—	—	—	$19.2	$18.2	+ 5.5%
Sears,Roebuck	$ 5.4	$ 2.9	+86.2%	$10.6	$11.0	-3.6%	$16.0	$13.9	+15.1%
United Airlines	$14.6	$13.6	+7.3%	$ 0.8	$ 0.5	+60.0%	$15.4	$14.1	+ 9.2%
Delta Airlines	$15.3	$11.7	+30.8	—	—	—	$15.3	$11.7	+30.8%
PepsiCo	$14.2	$16.5	-14.0%	$0.9	$ 2.8	-67.9%	$15.1	$19.3	-21.8%
Van Munching & Co.(Heineken beer)	$14.6	$ 7.3	+100.0%	—	—	—	$14.6	$ 7.3	+100.0%
American Honda	$11.0	$11.8	-6.8%	$2.6	$ 1.2	+116.7%	$13.6	$13.0	+ 4.6%
Southland Corp.	$12.1	$ 7.9	+53.2%	——	——	--	$12.1	$ 7.9	+53.2%
Campbell Soup	$ 3.6	$ 2.1	+71.4%	$ 7.4	$ 9.7	-23.7%	$11.0	$11.8	-23.7%
Martlet Importers (Molson beer and ale)	$10.9	$ 7.9	+38.0%	——	——	--	$10.9	$ 7.9	+38.0%
Nissan Motors (Datsun)	$10.9	$11.3	-3.5%	——	——	--	$10.9	$11.3	- 3.5%
Stroh's*	$10.5	$12.7	-17.3%	——	——	--	$10.5	$12.7	-17.3%
Pillsbury	$ 9.6	$ 6.1	+57.4%	$0.8	--		$10.4	$ 6.1	+70.5%

cal brands such as Compoz, Topol and Doan's Pills.

Spending the least on spot was Campbell Soup at $3.6 million. However, that figure represented a more than 70% increase in its spot expenditure over 1982.

Among the remaining top 20 firms that posted marked increases in their purchases of radio time last year were AT&T at $37.4 million, up 53.3% over 1982, and Pillsbury at $10.4 million, up 70.5%.

AT&T's radio advertising came primarily from AT&T Communications (formerly Long Lines). "There's been a gradual trend toward increasing our radio advertising from year to year," noted Phil Shybosh, ad manager for AT&T Communications. And last year, he said, AT&T Communications began using celebrities such as Ronnie Milsap and the Pointer Sisters for the radio portion of its "Reach Out and Touch Someone" campaign. Meanwhile, Pillsbury's Burger King subsidiary invested significantly in the medium in 1983.

Also using radio substantially in 1983 was Southland Corp., which owns the 7-11 chain of convenience stores. The company increased radio spending by more than 53% to $12.1 million—up 53.2% from 1982's $7.9 million.

As for airline industry users of radio, only two companies made the top 20 ranking: United and Delta. Together the companies increased their spending by 19%, $30.7 million in 1983 versus $25.8 million in 1982. Last year, United inched out Delta, pouring $15.4 million into radio to Delta's $15.3 million.

How did 1983 perform overall? According to Radio Expenditure Reports Inc., total national spot business in 1983 was up 12.4% to over $696 million. Network radio, according to information collected by the accounting firm of Ernst & Whinney, which tracks all national networks, finished about 16.6% ahead with more than $253 million. Business in the first quarter of 1984 got off to a sluggish start, but momentum in recent weeks has picked up with national spot dollars for the second quarter projected to be between 15% and 20% ahead while network radio's billings climb between 10% and 15%. □

RAB's top 12 agencies in radio

	Total U.S. billings	%spent in radio
Bloom Cos.	$153 million	20%
Ross Roy Inc.	$227 million	17%
W.B. Doner & Co.	$165 million	17%
Bozell & Jacobs	$551 million	15%
Tracy-Locke	$198 million	14.8%
D'Arcy MacManus Masius	$610 million	13%
Della Famina, Travisano & Partners	$205 million	12%
Needham, Harper & Steers	$520 million	11%
Leber, Katz Partners	$251 million	11%
Scali, McCabe, Sloves	$157 million	11%
Jordan, Case & McGrath	$148 million	11%
Nationwide Advertising	$ 67 million	11%

AAF 'putting it all together'

Group's annual convention gets under way in Denver this week

Advertising and media professionals from across the country are meeting in Denver this week to "explore every phase of advertising" at the American Advertising Federation's 1984 annual convention.

"Putting It All Together," the theme of this year's meeting, to be held at the Fairmont hotel June 2-6, "is indicative of the AAF's diverse membership encompassing the entire advertising community and also what we hope to accomplish" during the meeting, AAF President Howard Bell said.

President Reagan is scheduled to speak to the convention via a special videotaped message today (June 4). Also addressing the group: James C. Miller III, chairman of the Federal Trade Commission; Vance Stickell, AAF chairman and executive vice president of the *Los Angeles Times*; Calvin S. Hatch, chairman and chief executive officer of Clorox Co., speaking on "The Idea Exchange"; F. Kent Mitchel, vice president of General Foods Corp. ("Advertising and the Public Interest"); Kenneth Roman Jr., president of Ogilvy & Mather ("The Changing Scene in Advertising"); John V. Roach, chairman and chief executive officer of The Tandy Corp. ("Computers—How Pervasive Can They Get?"), and James E. Duffy, president of ABC Television Network.

Also on the agenda are workshops and seminars and the presentation of the national Addy awards for excellence in advertising. Among the workshop and seminar topics are "Public Issues and Advertising," "Are You As Creative As You Might Be?," "Color Your Public Relations Beautiful" and "Stress, How Much Goes With Your Territory?" In addition to the Addys, the AAF Achievement Awards will be presented and winners ofthe National Student Advertising Competition announced.

More than 550 people—slightly more than last year's number—have registered for the conference. □

Top TV spending categories

Figures released by the Television Bureau of Advertising show the distribution of broadcast television advertising dollars by the top 25 advertiser categories. The combined expenditures of the top 25 in local, spot and network television account for $12.9 billion or roughly 80% of the $16 billion spent on television advertising in 1983. The TVB figures were obtained from data supplied by Broadcast Advertisers Reports.

Among the top 25 there is significant concentration. In local sales, the top five categories, headed by restaurants & drive-ins and food stores and supermarkets, account for 49% of the dollars expended by the 25. In spot advertising, food and food products and automotive head the list of the top five, which account for 53% of the spot expenditures by the 25. In network sales, food and food products and toiletries and toilet goods are followed by automotive, proprietary medicines and beer and wine. Together those categories account for 54% of the $6.7 billion dollars spent by the top 25 advertising categories in network advertising.

Top 25 spot TV categories

	1983	*1982*	*Chg*
1 Food & Food Products	$776,376,000	$704,958,400	+10
2 Automotive	411,805,200	361,033,000	+14
3 Confectionary & Soft Drinks	327,367,700	265,783,000	+23
4 Toiletries & Toilet Goods	242,108,500	221,934,300	+9
5 Beer & Wine	200,278,700	205,980,600	-3
6 Soaps, Cleaners & Polishers	166,171,200	156,734,000	+6
7 Consumers Services	164,986,300	140,429,000	+17
8 Household Equipment & Supplies	164,640,800	130,294,300	+26
9 Travel, Hotels & Resorts	139,444,000	121,485,700	+15
10 Proprietary Medicines	133,173,500	107,303,100	+24
11 Home Electronics Equipment	120,385,800	107,934,900	+12
12 Publishing & Media	114,942,200	97,041,600	+18
13 Apparel, Footwear & Accessories	100,978,800	95,639,200	+6
14 Sporting Goods & Toys	100,713,700	120,343,200	-16
15 Gasoline, Lubricants & Other Fuels	86,551,000	90,059,100	-4
16 Office Equipment, Computers & Copiers	72,605,900	52,136,600	+39
17 Insurance	57,129,000	51,106,700	+12
18 Pet Foods & Supplies	55,658,100	54,884,800	+1
19 Building Material Equipment & Fixtures	54,982,300	53,328,400	+3
20 Jewelry, Optical Goods & Cameras	53,950,400	53,299,800	+1

Charts continue on page 84.

Books For Broadcasters

THE ART OF INTERVIEWING FOR TELEVISION, RADIO AND FILM, by Irv Broughton. A journalists bible on professional techniques: how to plan, preparea and conduct a film, video or radio interview for any purpose. It's a guide for *anyone* involved with interviews ... in any capacity ... doing any type of interviewing. Covering everything from selecting a subject and a personality to asking the right questions and preparing for the interview, this book will help the reader become a more professional, competent interviewer. There are hints and suggestions on ;how to ask questions, how to act and react, the legal aspects, how to familiarize yourself with the scope and limitation ;of technical equipment, and more. It's a book of problem-solving techniques that distill the essence of which good interviews are made, and it's for everyone: the newsperson, writer, disc jockey, talk show host, documentary filmmaker. 266 pps. 33 illus.
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THE EXECUTIVES GUIDE TO TV AND RADIO APPEARANCES. This book will tell you exactly how to prepare for being on TVor radio, how to anticipate questions, how to tell a good anecdote, how to smile and gesture, even what to wear. What's more, *The Executives Guide to TV and Radio Appearances* shows you how to turn a hostile accusation to your advantage—how to use your new-found communications skills and your time on camera to create a favorable impression of yourself and your organization. Written by an experienced public relations manager for Ford Motor Co., *The Executives Guide to TV and Radio Appearances* is a must tool for every executive who makes policy or who must adrticulate it. It's also invaluable for TV producers, TV talk and news show staff and anyone else involved in this type of communications. 138 pages, illus., appendix.
0-914236-53-9 **$14.95**

BROADCASTING BOOK DIVISION

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Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name_____

Firm or call letters_____

_____

Address_____

City_____

State_____ **Zip** _____

Continues from page 83

21 Freight & Industrial Development	32,390,500	40,732,600	-20
22 Horticulture	29,522,600	31,868,800	-7
23 Household Furnishings	25,378,300	20,914,300	+21
24 Agriculture & Farming	18,819,700	21,094,900	-11
25 Smoking Materials	10,606,700	10,840,600	-2
TOTAL TOP 25	$3,660,966,900	$3,317,160,900	+10

Top 25 local TV categories

	1983	*1982*	*Chg*
1 Restaurants & Drive-Ins	$498,133,100	$405,908,500	+23
2 Food Stores & Supermarkets	229,020,500	192,989,400	+19
3 Auto Dealers	172,875,300	121,102,500	+43
4 Banks, Savings & Loans	165,639,700	155,215,500	+7
5 Department Stores	163,585,000	140,766,600	+16
6 Furniture Stores	144,035,100	112,927,900	+28
7 Radio Stations & Cable TV	126,504,300	120,388,000	+5
8 Amusements & Entertainment	99,351,900	90,557,600	+10
9 Movies	97,865,100	90,357,600	+8
10 Leisure Time Activities & Services	81,691,700	74,674,500	+9
11 Discount Department Stores	79,102,600	77,516,400	+2
12 Appliance Stores	72,274,400	50,107,600	+44
13 Clothing Stores	66,222,700	54,921,500	21
14 Home Improvement Contractors	65,157,500	46,733,100	+39
15 Drug Stores	54,967,900	45,321,400	+21
16 Auto Repair & Service Stations	52,762,200	43,945,800	+20
17 Sports Hobby & Toy Stores	42,201,200	38,839,700	+8
18 Hotels & Resorts, U.S.	42,101,500	36,861,600	+14
19 Medical & Dental Services	41,047,500	27,758,500	+48
20 Local Education Services	35,701,600	26,826,600	+33
21 Auto Supply & Accessory Stores	34,630,500	29,763,900	+16
22 Builders & Real Estate Agents	34,218,500	24,529,700	+39
23 Carpet & Floor Covering Stores	33,844,900	26,237,200	+29
24 Shoe Stores	32,458,200	28,024,300	+16
25 Rental Services	29,186,800	23,761,200	+23
TOTAL TOP 25	$2,494,579,700	$2,086,036,600	+20

Footnote: Most co-op activity is credited by BAR to the manufacturer and not to the above local categories.

Top 25 network TV categories

	1983	*1982*	*Chg*
1 Food & Food Products	$1,064,293,700	$994,901,500	+7
2 Toiletries & Toilet Goods	920,749,600	897,480,800	+3
3 Automotive	745,052,900	595,543,300	+25
4 Proprietary	574,757,400	528,966,100	+9
5 Beer & Wine	358,342,700	303,221,200	+18
6 Soaps, Cleaners & Polishers	352,981,100	321,977,300	+10
7 Confectionery & Soft Drinks	307,429,800	300,250,700	+2
8 Office Equipment, Computers & Copiers	260,213,000	129,310,000	+101
9 Household Equipment & Supplies	222,363,800	217,869,000	+2
10 Restaurants & Drive-Ins	213,388,500	170,104,100	+25
11 Consumers Services	199,555,100	157,631,900	+27
12 Apparal, Footwear & Accessories	198,783,100	160,300,300	+24
13 Pet Foods & Supplies	159,794,100	148,918,400	+7
14 Home Electronics Equipment	158,406,100	163,823,300	-3
15 Department Stores	147,786,600	111,330,600	+33
16 Jewelry, Optical Goods & Cameras	143,218,000	151,294,100	-5
17 Movies	133,247,400	109,611,200	+22
18 Sporting Goods & Toys	113,089,100	100,444,100	+13
19 Insurance	96,502,900	73,385,100	+32
20 Publishing & Media	82,236,200	75,898,200	+8
21 Travel, Hotels & Resorts outside U.S.	79,488,200	72,663,700	+9
22 Building Materials, Equipment & Fixtures	67,570,900	69,799,700	-3
23 Freight & Industrial Development	49,959,200	24,243,500	+106
24 Investment Brokers	46,384,800	25,779,200	+80
25 Gasoline, Lubricants & Other Fuels	42,495,000	54,863,600	-23
TOTAL TOP 25	$6,738,089,200	$5,959,590,900	+13

KABC-TV, KTLA challenge May Nielsen numbers

Stations feel ratings service didn't include representative number of Spanish and younger households in spring survey

ABC owned-and-operated KABC-TV Los Angeles has notified the A.C. Nielsen Co. that it intends to cancel its subscription to the ratings service unless alleged "substantial discrepancies" between reporting of the Los Angeles television audience ratings by Nielsen and Arbitron are resolved to its satisfaction. Research director William Johnson said KABC-TV is joining Los Angeles independent KTLA(TV) in announcing its intention to cancel the station's current contract with Nielsen (BROADCASTING, "In Brief," May 28).

"We've had considerable contact with Nielsen," Johnson said in an interview, "[but] we haven't gotten much in the way of answers as to why this situation occurred or why it was allowed to develop to the state that it has. What we're complaining about is their [Los Angeles] meter sample, which not only seems to be out of balance in terms of younger households and Hispanics, but also a very large drop in in-tab households, compared to a year ago."

Specifically, KABC-TV and KTLA are unhappy about the composition of Nielsen's sampling universe, which the firm has conceded as being below the estimated proportion of the area's Spanish-surnamed and younger households. Johnson claims Nielsen's in-tab sample during the May sweeps period has been 446 households, compared with an average daily household reporting total of slightly more than 500 last May. Although both stations acknowledge that Nielsen has taken some steps to correct the problem, Johnson charged "their progress reports have been very sketchy. We haven't seen, until late last week, much of a change in the in-tab sample. One day it got up to 464 households. That was the single highest day during the entire May book."

Johnson believes the discrepancies have hurt KABC-TV and KTLA the most, and said his tracking shows the greatest impact has been in early fringe and early news periods. Both stations have historically attracted a younger audience than others in the market.

It's estimated that the two station contracts have a combined value of more than $1 million annually to Nielsen. Nielsen Vice President Thomas J. Hargreaves, based in Los Angeles, confirmed the discrepancies in an April 12 letter to KTLA Research Director Jan Collins and said the company is making a "concerted effort" to address the problem. Hargreaves told BROADCASTING last Wednesday that there have been some questions directed to Nielsen from other stations in the Los Angeles market regarding the alleged discrepancies, but no other threats of cancellation.

"We are aware of KTLA's and KABC-TV's concerns and we are taking quick action to correct these discrepancies," Hargreaves said. "We don't necessarily feel that it is going to have a significant adverse impact on the ratings reports."

"We feel [Nielsen] is not giving us a true report of the market," KABC-TV's Johnson concluded. "I think it's affecting the entire market, not just ourselves and KTLA . . . I think there is a question about the reliability of this [May] report." □

Six nightly wins pace ABC to victory

Powered by victories on six nights, ABC won the prime time ratings race for the fifth time in the past six weeks since the end of the 1983-84 season. For the week ended May 27, the Nielsen National Television Index showed that ABC came out ahead with a 14.6/27, compared to CBS's 11.7/22 and NBC's 11.5/21.

ABC won every night but Sunday, which NBC took away from traditional winner CBS by 0.3 rating points. And NBC, which this past season has usually been winning Tuesday night, fell back to second place there due to a strong repeat episode (31 share) of ABC's *Life's Most Embarrassing Moments*.

Also, rating measurements were delayed Tuesday night because of a sustaining presidential press conference that ran from about 8-8:45.

NBC's second part of its mini-series *The First Olympics: Athens 1896*, kept that network in third place Monday night with an average share of 19. ABC's second part of its mini-series, *The Mystic Warrior*, earned a 30 share opposite *First Olympics* from 9-11.

Other highlights of the week included ABC's *20/20* winning the Thursday 10-11 period with a 30 share against a repeat of NBC's *Hill Street Blues*, which averaged 12.8/24, and *Sheriff and Astronaut*, a CBS pilot which averaged 13.1/24.

CBS's third place showing Saturday night was attributable in part to the *CBS Saturday Night Movie*, "Xanadu," which averaged an 18 share. ABC averaged a 26 share for Saturday night based on its regular lineup of *T.J. Hooker, Love Boat* and *Fantasy Island*.

NBC pulled into first place Sunday night with help from an original episode of *Knight Rider*, which averaged a 25 share and outdrew a repeat of *Hardcastle & McCormick* on ABC (average 23 share). NBC then dominated the 9-11 period with its made-for-TV Sunday night movie, "No Man's Land." It averaged a 32 share against the Indianapolis 500, which averaged a 25 share on ABC.

Rank	Show	Network	Rating/Share
1.	Love Thy Neighbor	ABC	20.0/35
2.	The Mystic Warrior, pt. 2	ABC	18.9/30
3.	Lifes-Embarrassing Moments	ABC	18.6/31
4.	Cagney & Lacey	CBS	18.4/30
5.	No Man's Land	NBC	17.3/32
6.	One Day at a Time	CBS	17.0/27
7.	Newhart	CBS	16.9/26
8.	A Team	NBC	16.7/29
9.	Funniest Joke-Ever Heard	ABC	16.4/28
10.	20/20	ABC	16.2/30
11.	Riptide	NBC	15.9/26
12.	Hart to Hart	ABC	15.5/31
13.	Invitation to Hell	ABC	15.4/29
14.	Amer's Funniest Foul-Ups	ABC	14.6/25
15.	Fall Guy	ABC	14.5/27
16.	60 Minutes	CBS	14.1/33
17.	Simon & Simon	CBS	14.0/25
18.	Trapper John, M.D.	CBS	13.9/26
19.	Remington Steele	NBC	13.5/26
20.	Love Boat	ABC	13.2/27
21.	Sheriff & The Astronaut	CBS	13.1/24
22.	Scarecrow & Mrs. King	CBS	13.1/23
23.	Indianapolis 500	ABC	12.9/25
24.	Hill Street Blues	NBC	12.8/24
25.	Jeffersons	CBS	12.7/23
26.	September Gun	CBS	12.4/23
27.	Alice	CBS	12.4/22
28.	Cheers	NBC	12.3/22
29.	All Star Family Feud	ABC	12.3/22
30.	T.J. Hooker	ABC	12.2/27
31.	Knight Rider	NBC	12.2/25
32.	Magnum P.I.	CBS	12.0/24
33.	Webster	ABC	12.0/24
34.	Fantasy Island	ABC	11.9/24
35.	Summer Fantasy	NBC	11.8/22
36.	First Olympics: Athens, pt. 2	NBC	11.8/19
37.	Matt Houston	ABC	11.7/21
38.	Family Ties	NBC	11.6/22
39.	Hardcastle & McCormick	ABC	11.3/23
40.	Wonderful TV Game Shows	NBC	11.2/23
41.	Benson	ABC	10.9/23
42.	Gimme A Break	NBC	10.9/22
43.	Every Which Way But Loose	CBS	10.6/19
44.	Domestic Life	CBS	10.4/20
45.	Dukes of Hazzard	CBS	10.0/21
46.	Duck Factory	NBC	10.0/17
47.	Double Trouble	NBC	9.9/17
48.	Facts of Life	NBC	9.8/17
49.	St. Elsewhere	NBC	9.6/17
50.	High School U.S.A.	NBC	9.5/19
51.	Zany Adv. Robin Hood	CBS	9.1/16
52.	Diff'rent Strokes	NBC	9.0/21
53.	AfterMash	CBS	9.0/20
54.	Silver Spoons	NBC	8.9/19
55.	Xanadu	CBS	8.9/18
56.	Bugs Bunny Special	CBS	8.7/19
57.	Ripley's Believe it Or Not	ABC	8.5/20
58.	Muppet Movie, pt. 1	CBS	8.5/14
59.	TV's Greatest Commercials	NBC	8.3/17
60.	Four Seasons	CBS	8.0/16
61.	Charlie Brown Special	CBS	7.5/17
62.	College Bowl Nat'l Champ.	NBC	7.4/14
63.	Father Murphy	NBC	3.9/9

amending FM table by assigning Channel 232A to Christiansted as its fifth FM allocation. Comments due July 9; replies due July 24. (MM 84-462). NPRM adopted May 8.

■ Crandon, Wis.—Forest County Television Co. proposed amending TV table by assigning VHF Channel 4 to Crandon. Chief ordered Midwest Radio-Television Inc., licensee of WCCO-TV Minneapolis-St. Paul, to show why its license should not be modified to specify operation on ch. 4+ instead of ch. 4. (MM 84-456). NPRM and Order to Show Cause adopted May 8.

ALJ Thomas B. Fitzpatrick considered following requests:

■ Wicklife, Ky.—Granted motion by WBCE Inc. for summary decision and resolved main studio location issue in its favor. (MM 84-235-236). MO&O adopted May 9.

■ Cedar City, Utah—Granted motion by Michael Glenn Golden and dismissed CMM Inc.'s app. with prejudice; conditionally granted Golden's app. for TV at Cedar City, and terminated proceeding. (MM 84-169-170). MO&O adopted May 7.

ALJ Joseph Chachkin considered following requests:

■ Ashdown, Alaska—Granted motion by LRC Broadcasting Co. for summary decision and resolved city coverage issue in its favor. (MM 83-1228-1229). MO&O adopted May 14.

■ Dallas—Granted motion by High Tech Industries Inc. and dismissed its app. with prejudice. (MM 84-75; 77; 79-84). Order adopted May 8.

■ Dallas—Granted motion by El Canal de la Comunidad and dismissed its app. with prejudice. (MM 84-75-84). Order adopted May 4.

ALJ John H. Conlin considered following requests:

■ Greenville, Ala.—Granted joint motion by Haynes Broadcasting Inc. and Lavon Lynn Henley for approval of agreement and dismissed Henley's app. (MM 84-357-359). Order adopted May 2.

■ Libby, Mont.—Granted joint request for approval of settlement agreement; dismissed West Way Inc.'s app.; granted Lincoln County Broadcasters Inc.'s app. for new FM at Libby, and terminated proceeding. (MM 83-1319-1321). Order adopted May 9.

■ Mansfield, Ohio—Granted joint request by Amos Communications Inc. and Eagle Broadcasting Inc.; dismissed Amos's app.; granted Eagle's app. for TV at Mansfield, and terminated proceeding. (MM 83-1156-1157). Order adopted May 8.

ALJ Joseph P. Gonzalez considered following requests:

■ San Bernardino, Calif.—Granted motion by Coastland Media Systems Inc. and dismissed with prejudice its app. for new TV to operate on ch. 30 at San Bernardino. (MM 83-911-925; 927-928). Order adopted May 9.

■ Largo, Fla.—Granted motion by Largo Broadcasting and Big Time Radio for approval of settlement agreement and dismissed with prejudice app. of J&K Broadcasters for AM in East Fort Myers, Fla. (MM 83-1238-1240; 1242-1244). MO&O adopted May 1.

■ Denton and Justin, both Texas—Granted motion by Word of Faith Outreach center and dismissed its app. with prejudice. (MM 84-92-96). Order adopted May 2.

ALJ Edward Luton considered following requests:

■ San Francisco—Granted joint motion by McCaw Intrastate Cellular Systems and Cellular Network Inc. for approval of third settlement agreement and dismissed McCaw Intrastate's app. with prejudice. (CC 83-716). MO&O adopted May 1.

■ Augusta, Ga.—Dismissed with prejudice app.'s of Carolina Christian Broadcasting Inc., Prime Time Television Inc. and Southern Media Systems Inc. (MM 83-1245-1252). Order adopted May 7.

■ Augusta, Ga.—Granted joint request by Augusta Family Television Ltd. and Augusta 54 Broadcasting Co. for approval of settlement and dismissed with prejudice Augusta Family's app. for TV at Augusta. (MM 83-1245-1252). MO&O adopted May 7.

ALJ Walter C. Miller considered following requests:

■ New Iberia, La.—Granted motion by Guadalupe Enterprises for summary decision and resolved air hazard issue in its favor. (MM 83-1361; 1363-1365). MO&O adopted May 3.

■ Newark, N.J.—Granted request by Digital Paging Systems Inc. and dismissed its app. with prejudice. (MM 84-114-123; 125; 127-138). Order adopted May 7.

■ El Paso and Clint, both Texas—Granted petition by El Paso to enlarge issues against Radio Jalapeno to determine whether, because of John Doran's ownership of and employment intersts in Amerimex International Media Inc., grant of Radio Jalapeno's app. would violate commission's cross-interest policy. (MM 84-56-59). MO&O adopted May 14.

ALJ Frederic J. Coufal considered following request:

■ Natchitoches, La.—Granted petition by William H. Brown and dismissed with prejudice app. of Black Star Broadcasting Co. for new FM at Natchitoches. (MM 83-848-851). Order adopted May 7.

Facilities changes

Applications

AM's

Tendered

■ KAFY (550 khz) Bakersfield, Calif.—Seeks CP to increase power to 1 kw and change to DA-2. App. May 25.

■ WCAS (740 khz) Cambridge, Mass.—Seeks CP to increase power to 15 kw and change freq. to 1090 khz. App. May 25.

Accepted

■ KTMG (1370 khz) Deer Trail, Colo.—Seeks CP to change SL and operate trans. from RC. App. May 25.

■ WNER (1250 khz) Live Oak, Fla.—Seeks CP to make changes in ant. sys. by changing height of tower and reducing ant. output. App. May 25.

■ WXYZ (1270 khz) Detroit—Seeks CP to modify nighttime standard pattern. App. May 25.

■ WBNX (1380 khz New York—Seeks CP to change hours of operation from shared to unlimited. App. May 25.

FM's

Accepted

■ WTVL-FM (98.3 mhz) Waterville, Maine—Seeks CP to change ERP to 50 kw; change HAAT to 302 ft. and change freq. to 98.5 mhz. App. May 25.

TV's

Accepted

■ WKRG-TV (ch. 5) Mobile, Ala.—Seeks MP change TL and change HAAT to 1,706 ft. App. May 25.

■ KTFJ (ch. 36) Hutchinson, Kans.—Seeks MP to change to ERP vis. 2,590.6 kw, aur. 259.06 kw; change HAAT to 1,246 ft. and change TL. App. May 25.

Summary of broadcasting as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KMJD-TV (ch. 38) Pine Bluff, Ark.—Seeks MP to change to ERP vis. 2,668 kw, aur. 266.8 mhz; change HAAT to 1,534 ft. and change TL. App. May 25.

■ WKLJ-TV (ch. 24) Baltimore—Seeks MP to change to ERP vis. 1,180 kw; aur. 118 kw.; change HAAT to 1,073 ft.; change TL; and make changes in ant. sys. App. May 30.

■ WABI-TV (ch. 5) Bangor, Me.—Seeks MP to change to ERP vis. 40 kw, aur. 6 kw; change HAAT to 1,316 ft. and make changes in ant. sys. App. May 30.

Actions

AM's

■ WOKA (1310 khz) Douglas, Ga.—Granted AP to increase daytime radiation efficiency. Action May 16.

■ WJTX (1580 khz) Urbana, Ill.—Returned app. for CP to change hours of operation to day; change freq. to 870 khz and make changs in ant. sys. Action May 21.

■ KBUF (1030 khz) Holcomb, Kans.—Granted app. for CP to change SL; change freq. from 1050 to 1030 khz; change hours of operation to unl. by adding night service with 1 kw DA-2 and make changes in ant. sys. Action May 22.

■ WRFD (880 khz) Columbus-Worthington, Ohio—Granted pet. for reconsideration of app. for CP to increase power to 50 kw and change to DA-D. Action March 19.

■ WHHO (1130 khz) Hilton Head Island, S.C.—Granted CP to change hours of operation to unl. by adding night service with 500 w DA-N and make changes in ant. sys. Action May 16.

FM's

■ KSNI-FM (102.5 mhz) Santa Maria, Calif.—Granted CP to change TL; change ERP to 17 kw; change HAAT to 775 ft. and make changes in ant. sys. Action May 18.

■ WENS (97.1 mhz) Shelbyville, Ind.—Granted app. for CP to change TL and change HAAT to 774. ft. Action May 21.

■ WWKK (105.5 mhz) Fort Knox, Ky.—Granted app. for CP to change TL. Action May 21.

■ *WEEE (89.5 mhz Cherry Hill, N.J.—Returned app. for mod. of CP to change ERP to 1.95 kw and change to directional ant. Action May 14.

■ WCLN-FM Clinton, N.C.—Granted app. for mod. of lic. to change SL. Action May 18.

■ WSEZ (93.1 mhz) Winston-Salem, N.C.—Granted app. for CP to change TL; change HAAT to 483 ft. and make changes in ant. sys. Action May 21.

■ WCPH-FM (104.9 mhz) Etowah, Tenn.—Dismissed app. for CP to change TL; change ERP to .2 kw; change HAAT to 1,126 ft. and change TPO. Action May 22.

■ WNYU (92.3 mhz) Milan, Tenn—Granted CP to change HAAT to 589 ft. ACtion May 16.

■ *KJIC (89.3 mhz) Pasadena, Tex.—Granted app. for CP to change ERP to .383 kw and make changes in ant. sys.

WGBM (102.3 mhz Viroqua, Wis.—Returned app. to change freq. to 102.7 mhz. Action May 22.

Call letters

Applications

Call	Sought by
	New FM's
KXTO	Capi Spanish Broadcasting Inc., Odem, Texas
KPCB	R-F Broadcasting Co., Rockport, Tex.
	Existing AM's
KXLQ	KBAB Oak Communications, Inc. Indianola, Iowa
KIIO	KREX XYZ Television Inc., Grand Junction, Colo.
	Existing FM
KVEE	KREX-FM XYZ Television Inc., Grand Junction, Colo.